

## **Helping Hands Media Launch**

**Thursday, September 8, 2022**

### **Quick Facts Sheet**

- Sagikor is pleased to launch its group corporate social responsibility initiative, Helping Hands. The initiative forms part of the company's overall Living our Vision Everyday (L.O.V.E.) corporate social responsibility programme.
- The initiative will see the organisation working with three regional NGOs. These NGOs are:
- Barbados – The Deaf Heart Project – a non-profit organisation serving the deaf community in Barbados and the Caribbean.
- SERVOL Limited – Trinidad and Tobago – a community-based, social impact agency oriented towards building the capacities of local communities to meet their needs through the development and implementation of various human development programmes. To date, the organization has trained and cared for over 230,000 citizens and is considered a pioneer in the fields of early childhood care & education (ECCE), life skills training via the Adolescent Development Programme (ADP), teacher training (RTRC), education and skills training, and parent support via its Parent Outreach Programme (POP).
- Lake Health and Wellness – St. Kitts and Nevis – an NGO founded to tackle the high rate of non-communicable diseases (NCDs) in St Kitts and Nevis. They are dedicated to improving the health and wellbeing of our local, regional and online communities through research, support, health related events, campaigns, public health interventions and offering public health services to small organisations.
- The NGOs will be receiving tangible and intangible support.
- Sagikor will be working with these NGOs until year-end.
- Investment is in excess of 30,000USD combined across the Caribbean.
- Sagikor invited NGOs from across the Caribbean to submit nominations to be a part of the programme. NGOs were required to submit an outline of the charity/cause, their

target audience(s), details of upcoming programmes, details of previously executed initiatives as well as the current needs of the organisation

- We received over 250 submissions from across the region
- Criteria included alignment with Sagikor's CSR pillars of Health, Education, Community and Youth Development and Sport.